



Promoting Your Products through the Web

An Introduction to Making a Presence on the Internet

Scott Bagley

National Network of Forest Practitioners

**Session: Going Beyond a “Message in a Bottle” –
Marketing Services that Help the Bottom Line**

Lands for Tomorrow Conference

Farmville, VA

June 29, 2011





Alternate title:

No Chain on the Bar: Websites that Don't Cut It

and how small investments can make a big difference

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About NNFP

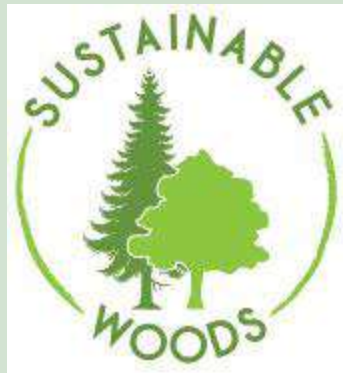
- **Creating jobs in sustainable forestry by supporting small businesses and organizations**
- **Learning and support network**
- **Based in Athens, Ohio with staff around country**
- **Variety of programs and services**





About NNFP

- **Variety of programs and services**





About NNFP

- **All geared toward making small forest enterprises more viable and profitable, leading to sustainable livelihoods in rural communities**





About NNFP

- **NNFP Web HELP Services**
- **Marketing assistance focused on web marketing and rural-urban linkages**
- **Closely tied with**
www.sustainablewoods.com





Goals of our web services

- **Increase capacity, among producers, to undertake web marketing and SEO action**
- **Increase traffic to small wood producers' sites by providing supporting infrastructure**





Why the Internet? It's Taking Over!

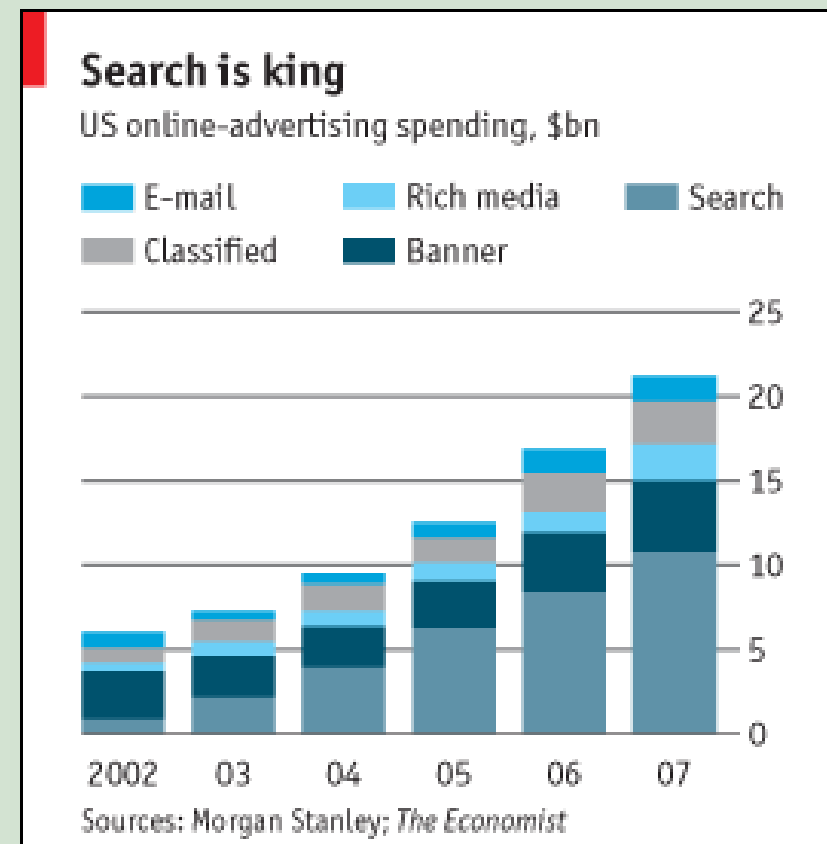
- **Internet use among 18 year olds and younger is approaching 100 percent**
- **18- to 34-year-olds:**
 - **Use the internet (46 percent)**
 - **Watch TV (35 percent)**
 - **Read a book (7 percent)**
 - **Turn on a radio (3 percent)**
 - **Read a newspaper (also 3 percent)**
 - **Read a magazine (less than 1 percent).**





Advertising is certainly an option, but can you afford it?

- **US Internet Advertising Sales top \$20 Billion (Thousand million)**
- **Over \$10 Billion on Search!**





4 Things You Can Do to SUCCEED!

Topic 1: Say what you have

Topic 2: Manage your site

Topic 3: Be search engine friendly

Topic 4: Be unfriendly to hijackers







Say what you have

Bird sanctuary?

Can I tell what
you have in 1
second or less?

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Working with people to make good things happen in the natural environment.

Redstart is a private consulting company focused on assisting people, organizations, and communities address natural resource issues. We strive to balance the needs of people with the need to maintain and enhance the ecological integrity of our forests, fields, and waters. We believe that by providing a range of services and skills, we can best help our clients steward our natural resources and effect positive change in the natural environment.

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Search

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Who We Are and What We Do

Essex Industries is one of the largest manufacturers of quality ash and cane canoe seats and accessories. We have been supplying our products to canoe manufacturers and retailer for the past twenty-five years. Our customer base spans the U.S., Canada, and abroad.

We are the vocational component of [Mountain Lake Services](#). Our facility includes an extensively-equipped woodworking shop, cutting and sewing machinery, and 15,000 square feet of production space in two plants, with additional storage space available. Our highly trained staff and employees work with pride in our woodshop, finishing, assembly, and warehousing areas to fulfill orders in a timely fashion.

Our products' construction is guaranteed through normal wear and tear. All our canoe seats, backrests, yokes, thwarts, and accessories incorporate these quality materials and processes:

- K.D. durable white ash lumber
- Mortise and tenon joinery, with West System epoxy
- Stainless steel (or galvanized steel, where applicable)
- UV-resistant polyurethane clear varnish

Our retail catalog is displayed here for your review, divided into four categories:

Do your images communicate a clear message?
Or did you just find a good picture?





OLD SITE








LOCATIONS
FOREST PRODUCTS
ARTISAN GALLERY
LANDOWNER RESOURCES

JANUARY 22, 2010
Network Sharing Forum
Member Log-In
Apply to Join



Headwaters Forestry Cooperative, Minnesota



Touch Wood Rings, British Columbia

THE SUSTAINABLE WOODS NETWORK

32 groups
5,000 landowners
1 million acres
19 wood species





SUN Network Explore smallwood's many value-add uses



Midwest Woodlands & Prairies: A magazine about your piece of this good earth.

Find Forest Products by [Certification Type](#)

MESSAGE:

It's all about US!



Sponsor: [National Network of Forest Practitioners](#)

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NEW SITE



SUSTAINABLE WOODS NETWORK Helping you give the gift of forests...

[HOME](#) [ABOUT](#) [ARTISANS](#) [PRODUCTS](#)



TOYS & GIFTS



GREEN BUILDING



SPECIALTY



HOUSEHOLD



FEATURED ARTISAN

SIGN UP FOR SUSTAINABLE WOODS NEWSLETTER

MESSAGE:

You
Want
This!





Manage your Website

Is the content on your website locked up?

- 1. Development company**
- 2. Flash developer**
- 3. Developer missing or unresponsive?**
- 4. Do you even know where your website is?**





How to Be the Boss

1. **Be actively involved in the planning.**
2. **Get references and ask questions**
 - **Does the developer explain the work in English?**
 - **Does the developer try to keep you out of your own site?**
 - **Is the developer hostile to second opinions?**
 - **Is the developer responsive?**
 - **GET A SECOND – and third - OPINION!**





- Programming – Setup and install Drupal CMS: \$3,500
- Programming – Create CSS/XHTML code: \$1,800
- Programming – Basic SEO: \$1,000
- Creative – Blueprint, Layouts, Content: \$3,800 – 5,000
- Annual Hosting of the site: \$ 550

Please note that photography is not included.

Estimated cost: \$10,650 - \$11,850

Second and third opinion: this site
should not cost more than \$3500.00





You have what they want – NOW GET THEM THERE

- 1. Plan your website for Search Engine friendly content**
- 2. Know the strategic SEO areas of your website**
- 3. Plan your keywords to match what viewers want**
- 4. Hire developers that understand SEO**





Search Engine Optimization (SEO)

- **Make your site easier for Google (et al) to “find”**
 - **85% of web traffic comes from searches!**
 - **62% of customers never look beyond the first “page” of results**
 - **The majority of users will click the first link if it appears to meet their needs.**





“A web site without SEO is like a chainsaw without a chain.”





You have what they want – NOW GET THEM THERE

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TITLE TAGS: EXAMPLE OF A STRATEGIC AREA OF YOUR WEBSITE





Don't Let your Site become "Abandoned"

**If you don't think your
website is important
enough to update,
Google won't treat it as
important either.**





Screenshot from 5/16/10



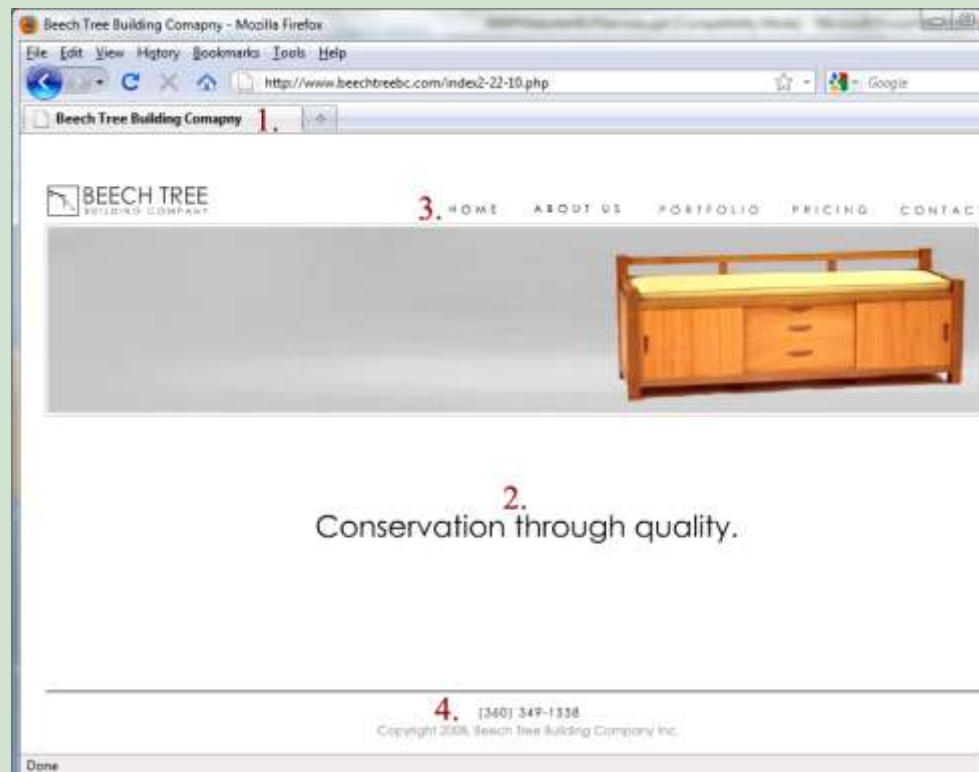
Until recently, the listings were often over a year old. They are a local newspaper. They were selling their “web development services in their community.

They didn't plan the staffing time for updates – and got too busy.





Beautiful,
but not a thing for Google to catalog



Bad construction
materials for
search engines:

Flash and images





Old software, old skills = Hacked website

- **How long has it been since you checked your stats and the files on your website?**
- **If there is old software installed on your site, your site is easily hacked.**
- **Hacked means that someone could be using your site as a spam machine.**
- **How would you like your site to rank well for Cialis?**





SEO Example 1

- **Big City business, with more money than sense**
- **This company bought a big saw, but it has no teeth.**





NEW YORK WOOD FLOORING

OUR SERVICES

HARDWOOD FLOORING
GENERAL CONSTRUCTION
COMMERCIAL FLOORING
PAINTING
F.A.Q.
GALLERY
TESTIMONIALS
ABOUT US
CONTACT

138 W 25 St.
New York, NY 10001
800-303-1215
212-367-9888
info@nywflooring.com



[skip intro](#)

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Untitled Document ☆

STARNET COMMERCIAL; **FLOORING** CORPORATION.
FLOOR COVERING INSTALLATION CONTRACTORS
ASSOCIATION. Created by · WWW.G-HDESIGN.COM ·
KGLOVER@HOME.COM.

www.flooringtechnologies.com/ - Cached - Similar

Marley Floors - Untitled Document ☆

Adagio 2000 Dance **Floor** The ultimate stage and dance **floor**. It is tough and durable, made of a very heavy duty, slip resistant vinyl. ...

www.danceequipmentintl.com/content/mfloors.html -

Cached - Similar

[PDF] to download Show Brochure & Floor - Untitled



File Format: PDF/Adobe Acrobat - [Quick View](#)

FORBO **FLOORING**. KANARY'S LANDSCAPE. ODNR
DIVISION OF WILDLIFE. SHEARER'S FOODS DA VINCI
FLOORS & GRANITE. H JACK'S PLUMBING. L'OCCITANE EN
PROVENCE ...

www.homeandflower.com/.../Cleveland%20Home%20%20Garden%20Show%20Brochure.pdf - Similar



Untitled Document ☆

New York Wood **Flooring**. site design by sasmediainc.com &
nycdes1gn.com. k. Copyright © 2006 New York Wood **Flooring** /
All rights reserved. skip intro ...

www.nywflooring.com/ - Cached - Similar

[PDF] Untitled ☆

File Format: PDF/Adobe Acrobat - [Quick View](#)

traditional, glued laminate **flooring**, and because there is no
glue, Uniclic is much easier and ... It is best to sit on the installed
part of the **floor**, so ...

www.quick-step.com/media/divers/installation/noblesse/EN.pdf -
Similar

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WOOD FLOORING**

OUR SERVICES
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GALLERY
TESTIMONIALS
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138 W 25 St.
New York, NY 10001
800-303-1215
212-367-9888
info@nywflooring.com

New York Wood Flooring Corp.



Style. Selection. Design. Quality.

Visit our showroom:
138 W 25 St, New York, NY 10001
Phone: 212 367 9888
Phone: 800 303 1215
Email info@nywflooring.com

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site design by eastmediacore.com & nywoodlight.com

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Advanced search

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More

New York Wood Flooring

www.nywflooring.com 25% off custom borders. Refinishing Free Estimates. 25th St & 6th Ave.

New York City Wood Floor

www.WoodFloorByClassic.com Hardwood, Engineered, Laminate. Free In-Home Estimate! 212-619-2269

Wood Flooring NYC

NY-Floorman.com/HardwoodFloors Call For A Free Hardwood Flooring Estimate! Serving All Of Manhattan.

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Free Hardwood Install

Free Installation on Hardwood Flooring. Ends 7/4/10
empiretoday.com

New York Wood Flooring

NY Floor Installation. Over 30 Yrs Experience. Low Rates, Call Today!
www.newyorkfloorman.com

Wood Flooring for Less

Up to 71% Off Flooring! Great Low Prices Everyday. Full Price Match.
www.LumberLiquidators.com
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72% Off Hardwood Floors

Warm Rich Natural Tones. Low \$1.84sf. Buy Now & Save!
www.SimpleFloors.com/free-samples

New York Flooring

Take Advantage Of Our Special Offer & Save \$100 On Flooring!
NewYork.FlooringAmerica.com

Bellawood Hardwoods

Beautiful Flooring with a 50 year Warranty! Buy Now.
www.Bellawood.com

Carpet One® Flooring

Free In Home Measure & Coupon From Carpet One. A \$250 Value, Now Free!
www.CarpetOne.com
New York, NY

Floor Stripping & Waxing

Complete Floor Treatment Services Call for a Free Quote 212-744-8696
www.allbrightservices.com
New York, NY

Local business results for wood flooring near New York, NY

FREE!!!



A [New York Wood Floors Inc. - Hardwood Floor Specialists in NY](#)
www.woodfloorny.com (212) 655-5797 - 12 reviews

B [Janos P Spitzer Flooring Co Inc](#)
www.janospitzerflooring.com - (212) 627-1818 - 1 review

C [New York Wood Flooring Corporation](#)
www.nywflooring.com - (212) 367-9888 - 9 reviews

D [NoHo CC](#)
www.newyorker-carpets.info - (347) 759-5966 - 1 review

E [Complete Tile Collection](#)
www.completetile.com - (212) 255-4450 - 12 reviews

F [Pro Paint Squad](#)
www.propaintsquad.com - (718) 766-8888 - 2 reviews

G [NY Floor-Man](#)
www.ny-floorman.com - (212) 289-6600 - 6 reviews

More results near New York, NY »

FREE!!!

New York Wood Floors - Hardwood Floors and flooring in New York ...

Wood Floors in New York - WoodFloorNY specializes in hardwood floor refinishing but also offers a full range of services to accommodate your hardwood ...

www.woodfloorny.com/ Cached - Similar



WoodFloor New York

FOR ALL YOUR WOODFLOORING NEEDS

1.800.310.1016
212.655.5797

HOME

SERVICES

INSTALLATION

REFINISHING

POLISHING

WOOD TYPES

GALLERY

CONTACT



New York Wood Floors - Refinish, Repair & Install Specialists

We offer the following services:

Sanding - Sealing - Application of Filler - Finishing / Re-finishing - Waxing and Polishing - Staining



SEO Example 2

- **Hickman Lumber- locally owned FSC certified logging and lumber company**





fsc wood flooring

Search

SafeSearch strict ▼

Page 3 of about 92,000 results (0.20 seconds)

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Everything

Shopping

More

All results

[Fewer shopping sites](#)

[More shopping sites](#)

More search tools

[Kährs Hardwood - Green Building Supply](#) ☆

Kährs flooring utilizes FSC certified **hardwood flooring** from dozens of species to form a wide plank engineered floating floor. Kährs flooring requires no ...

www.greenbuildingsupply.com/.../NaturalFlooring/KhrsHardwood/index.cfm -

[Cached](#) - [Similar](#)

[Bamboo Wood Flooring from Smith & Fong Earns FSC Certification ...](#) ☆

Apr 14, 2008 ... Awhile back, when TreeHugger Lloyd asked if bamboo **flooring** was really TreeHugger green, he noted that the lack of chain of custody ...

[www.treehugger.com/Design & Architecture](http://www.treehugger.com/Design%20&%20Architecture) - [Cached](#) - [Similar](#)

[Duluth Timber Company, premium reclaimed wood, FSC-certified, now ...](#) ☆

Our reclaimed timbers, lumber, **flooring** and other recycled **woods** are salvaged ... All Duluth Timber Company **wood** is certified as FSC-Recycled 100% through ...

www.duluthtimber.com/ - [Cached](#) - [Similar](#)

[FSC Certified Wood Flooring](#) ☆

The FSC logo on a product provides consumers with an assurance that the **wood** they use comes from forests managed in an environmentally and ...

www.hickmanwoods.com/AllMountain/AMaboutFSC.html - [Cached](#) - [Similar](#)

[BuildingGreen.com LIVE: Armstrong FSC-Certified Wood Flooring by ...](#) ☆

Jan 20, 2010 ... When asked if Armstrong might shift its entire **hardwood flooring** business to FSC-certified product, Call told BuildingGreen that there isn't ...

[www.buildinggreen.com/.../Alexs-Cool-Product-of-the-Week-Armstrong-FSC-Certified-](http://www.buildinggreen.com/.../Alexs-Cool-Product-of-the-Week-Armstrong-FSC-Certified-Wood-Flooring)

[Wood-Flooring](#) - [Cached](#)

[Wide-Plank Maple FSC Hardwood Flooring | DuroDesign](#) ☆

FSC certified oak **hardwood flooring** in 20 beautiful colors from DuroDesign.

www.duro-design.com/index.cfm/page/maple.widePlank/ - [Cached](#) - [Similar](#)

[FSC Engineered Exotic Flooring | FSC Engineered Floors | Tropical ...](#) ☆

FSC **Hardwood Engineered Flooring** and **Floors** - Specializing in Exotic and Domestic FSC **Flooring**, and Engineered Prefinished Solid **Hardwood**.

www.novausawood.com/fsc-engineered-flooring.aspx - [Cached](#) - [Similar](#)

[Real Wood Floors: National Wood Flooring Association Forms ...](#) ☆

The FSC Procurement Group was formed as part of the NWFA's Responsible Procurement Program, which recognizes **wood flooring** companies that work to sustain ...

www.prnewswire.com/.../real-wood-floors-national-wood-flooring-association-forms-environmental-group-70182497.html - [Cached](#)

ALLEGHENY MOUNTAIN HARDWOOD FLOORING

[HOME](#)[ABOUT](#)[GALLERY](#)[ORDERING](#)

About the Forest Stewardship Council

The Forest Stewardship Council (FSC) is an independent, non-profit, non-governmental organization with diverse representation including environmental institutions, timber and trade organizations, forestry professionals, indigenous peoples' organizations, community forestry groups, and forest product certification organizations from 25 countries. The Council accredits certification bodies and promotes voluntary, third-party certification. The FSC logo on a product provides consumers with an assurance that the wood they use comes from forests managed in an environmentally and socially responsible manner.

For further information on forest certification visit these sites:

[Forest Stewardship Council \(FSC\)](#)
[Rainforest Alliance](#)



Certified Wood Flooring

Guaranteed to come from Well-Managed Forests

What is forest certification?

The Forest Stewardship Council (FSC) is an international organization that accredits third-party certifiers such as Rainforest alliance. Forest management operations that meet the FSC principles and criteria for environmental, economic, and social standards are awarded the certification seal. Operations that purchase and sell FSC-certified products can achieve certification when they meet Chain-of-Custody standards.

What is the Rainforest Alliance's relationship to FSC?

The Rainforest Alliance performs the field audits and authentications that follow the principles and criteria of the Forest Stewardship Council (FSC). They verify that forest management is accomplished according to the FSC program and they verify that product integrity is maintained in a "Chain of Custody" from producer to user.

Why buy FSC certified flooring?

You will be letting other forest product companies, your customers, and the public know that you are actively supporting certified forest practices through your purchasing power. As more companies and individuals are empowered to make a difference and support responsible forestry, the entire forest ecosystem will benefit. By buying certified lumber/flooring now you are helping to ensure future

Stewardship Council

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[Rainforest Alliance](#)



FSC Trademark © 1996
Forest Stewardship Council A.C.
SW-COC-000106 ([view certificate](#))

Guaranteed to come from Well-Managed Forests

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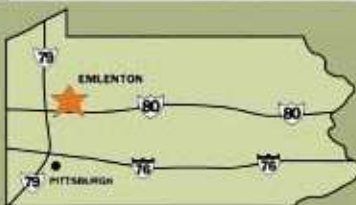
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Allegheny Mountain Hardwood Flooring is proud to be a FSC certified chain-of-custody member of the Rainforest Alliance.



*Direct from our home to yours...
flooring crafted from the region's
high quality Appalachian hardwoods.*



Everything

More

results

under wheel

More search tools

FSC lpe at ABSWood.com ☆ - 5:44pm

Independent, certification organizations are accredited by FSC to carry out ... to sell FSC **certified** products have tracked their supply back to FSC **certified** sources. ... dimensional framing, **flooring**, sub-**flooring**, wood doors and finishes. ... Georgia Deck | Illinois Deck | **Pennsylvania** deck | Atlanta Decks ...

www.abswood.com/pages/green - Cached**Old Growth Flooring product page - Stone Source** ☆

The Old Growth Wood **Flooring** series includes 10 different types of wood. ... largely harvested from eastern North American, with some of the finest wood coming from western **Pennsylvania**. ... All of our Reclaimed Wood is **FSC Certified**. ...

www.stonesource.com/products/reclaimed_wood/oldgrowth.html - Cached**Reclaimed wood for floors | Light House Sustainable Building Centre** ☆

12 posts - 11 authors - Last post: 6 days ago

Looking for the cheaper car insurance in Allentown PA? ... All **flooring** is recycled and is LEEDS **certified**. ... In the lower mainland, BC, FSC products are available from Moriah Stutt, former Sales Manager at Eco-Lumber ...

www.sustainablebuildingcentre.com/.../reclaimed_wood_for_floors - Cached - Similar**Contract Magazine** ☆

Sep 11, 2009 ... Mechanical/electrical Engineer: Shine Engineering, P.A. General contractor: ... **Flooring**: refinished existing wood **floors**, **FSC certified** ...

www.contractdesign.com/.../e3i7495acaf0e8bd0e470b1aa445adcac7f - Cached**Flooring Companies & Contractors - Flooring Installation & Supplies** ☆

Give us a call today for a free estimate we serve all: NY, NJ, CT, **PA** - we are licensed ...

Manufacturer of high quality **FSC Certified** Hardwood **Flooring**. ...

www.flooring-companies.com/ - Cached**Duro-design.com - Duro Design - Bamboo, Cork, FSC Oak, FSC Maple ...** ☆

Mar 12, 2009 ... **FSC certification** guarantees that DuroDesign maple and oak **flooring** has been made from environmentally and socially sustainable managed ...

whois.domaintools.com/duro-design.com**Search Results - Tradweb: Custom Building & Restoration Services** ☆

Susquehanna Timber Frames, P.O. Box 4922, Lancaster, **PA** 17604 -- Custom Timber ... Siberian Larch decking, siding, **flooring** **FSC certified**, naturally durable ...

www.tradwebdirectory.com/search-region.html?token=Q830 - Cached - Similar**Armstrong FSC-Certified Wood Flooring | GreenBuildingAdvisor.com** ☆

Lancaster, **PA** 17604. Phone: 717-397-0611. Toll-free: 877-276-7876 www.armstrong.com.

Listed in: **FSC-Certified Wood Flooring** ...



**Guess there is
no FSC certified
wood grown in
Pennsylvania?**



Search Engine Optimization

- **Make sure google can see what you're doing**
- **Include words your customers will search for**
- **Update your site regularly**
- **Get "incoming links" from other sites (EG Sustainablewoods.com)**





SustainableWoods.com

- **A one-stop shop for many local forest enterprises**
- **Helps generate traffic for members**
- **Can promote small forest enterprises as an umbrella at shows, in promotions, etc.**
- **Links for SustainableWoods.com help members' search rankings**





SUSTAINABLE WOODS NETWORK

Helping you give the gift of forests...



TOYS & GIFTS



GREEN BUILDING



SPECIALTY



HOUSEHOLD



FEATURED ARTISAN

SIGN UP FOR SUSTAINABLE WOODS NEWSLETTER

When you give gifts made from local and sustainable wood you're not just giving objects of beauty and usefulness, you're also giving the gift of healthy forests, clean water, and clean air."

Colin Donohue - NNFP

What is the Sustainable Woods Network?

This site was developed to help people like you locate wood products that will have a positive impact on the world.

Local products can support rural economies, help sustain forested landscapes threatened with development, and can reduce the environmental impact of shipping goods from far off locations.

Green Certified wood, like FSC certified wood, can contribute to improved forest management

Our Sponsors

**Weyerhaeuser
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Links

MEMBER LOGIN

MEMBER HELP



SUSTAINABLE WOODS NETWORK

Helping you give the gift of forests..

GIFTS & TOYS

HOUSEHOLD

GREEN BUILDING

- FLOORING
- PLANKS
- COUNTERTOPS
- CABINETS
- LUMBER
- WINDOWS
- TRIM
- BANNISTERS
- DECKING
- FENCING
- BEAMS
- PANELING
- MANTELS

SPECIALTY & ART

FIND PRODUCTS BY STATE

CALIFORNIA
COLORADO
ILLINOIS

SUSTAINABLE WOODS PRODUCTS GREEN BUILDING

YOUR QUERY SHOWS 43 PRODUCTS
YOU ARE ON PAGE 1



UPPER MISSISSIPPI
CERTIFIED FOREST
PRODUCTS GROUP
MN



BLUE RIDGE FOREST
COOPERATIVE
VA



CITILOG
NJ



CITILOG
NJ



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NJ



APPALACHIAN
SUSTAINABLE
DEVELOPMENT
VA

FEATURED ARTISAN



VERMONT WOODS
STUDIOS



Tools For Search Engine Optimization

- **Google Analytics-** a free service with rich information for producers.



- Dashboard
- Intelligence Beta
- Visitors
- Traffic Sources
- Content
- Goals

Custom Reporting

Customizations

- Custom Reports
- Advanced Segments
- Intelligence Beta
- Email

Help Resources

- About this Report
- Conversion University
- Common Questions

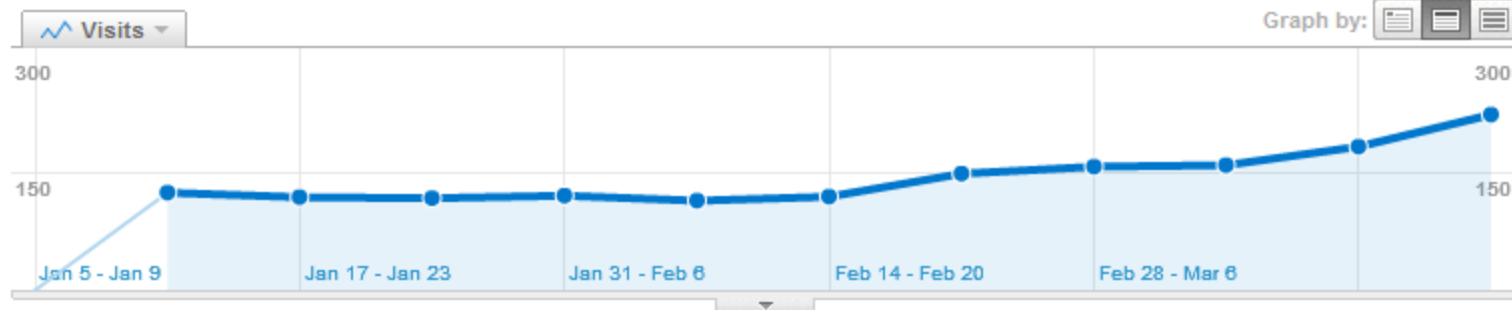
Export

Email

Advanced Segments: All Visits

Dashboard

Jan 5, 2010 - Mar 27, 2010



Site Usage

1,594 Visits

6,176 Pageviews

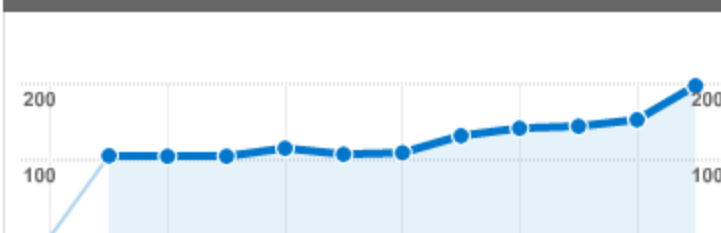
3.87 Pages/Visit

58.03% Bounce Rate

00:01:49 Avg. Time on Site

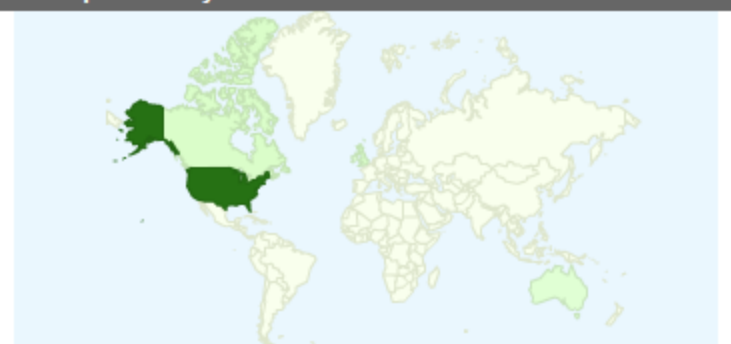
84.00% % New Visits

Visitors Overview



1,339 Visitors

Map Overlay



Dashboard

Intelligence Beta

Visitors

Traffic Sources

Overview

Direct Traffic

Referring Sites

Search Engines

All Traffic Sources

AdWords

Keywords

Campaigns

Ad Versions

Content

Goals

Custom Reporting

Customizations

Custom Reports

Advanced Segments

Intelligence Beta

Email

Help Resources

About this Report

Conversion University

Common Questions

Export

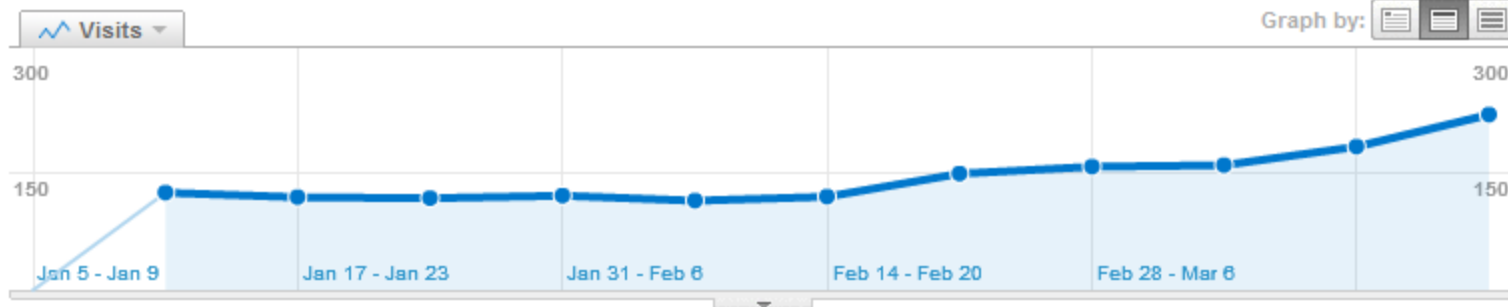
Email

Add to Dashboard

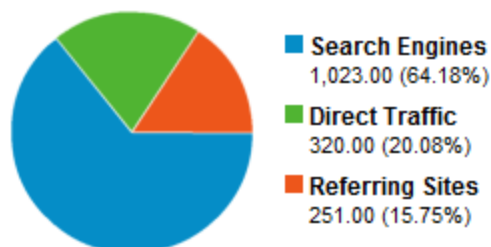
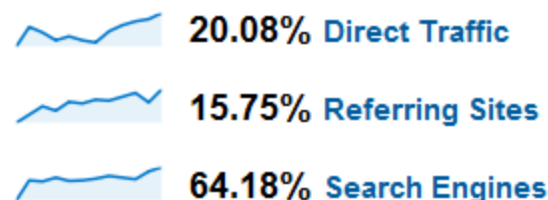
Advanced Segments: All Visits

Traffic Sources Overview

Jan 5, 2010 - Mar 27, 2010



All traffic sources sent a total of 1,594 visits



Top Traffic Sources

Sources	Visits	% visits
google (organic)	930	58.34%
(direct) ((none))	320	20.08%
images.google.com (referral)	112	7.03%

Keywords	Visits	% visits
sustainable wood	193	18.87%
sustainable woods	127	12.41%
appalachian sustainable developm	37	3.62%

Everything

More

results

nder wheel

More search tools

[Sustainable Woods Network: Fine wood products from sustainably ...](#) ☆

A network linking community forestry groups from across North America with consumers interested in sustainably sourced products and with woodland owners ...

www.sustainablewoods.com/ - Cached - Similar

[What is the Sustainable Woods Network](#) ☆

Sustainable Woods Network logo. Location: ... SIGN UP FOR SUSTAINABLE WOODS NEWSLETTER. Sustainable Woods Newsletter: ...

www.sustainablewoods.com/Forms/newsletter.php - Cached

⊕ Show more results from www.sustainablewoods.com

[Certified TNW FSC Minnesota native woods green sustainable ...](#) ☆ - 2 visits -

Apr 23

An organization committed to **sustainable** management of our forests and to improving the economies of our forest-based communities; TNW / True North Woods®. ...

www.truenorthwoods.com/ - Cached - Similar

[Kickapoo Woods Cooperative](#) ☆ - 4 visits - 6/26/09

Kickapoo Woods Cooperative, **Sustainable** forestry services for landowners of the Kickapoo Valley and neighboring watersheds ...

www.kickapoowoods.org/ - Cached - Similar

[Sustainable Woods](#) ☆

Sustainable Woods. Commercials. **Sustainable Woods** Local Economy · SW Sustainable Forestry ... All rights reserved. Appalachian Sustainable Development.

www.sustainablewoods.biz/ - Cached - Similar

[What is sustainable wood? | B & R Construction Inc.](#) ☆

Feb 23, 2009 ... Learn what **sustainable wood** is, why we need to use it and where to find kitchen or bathroom cabinets and other cabinetry made with ...

brconi.com/2009/02/what-is-sustainable-wood/ - Cached - Similar

[Sustainable Woods](#) ☆

We also stock a variety of local and regional, sustainably harvested **woods**. Species include Cedar, Maple, Blued Pine, and Elm. Call us to find out what we ...

www.thenaturalabode.com/.../sustainable_woods/sustainable_woods.htm -

Cached - Similar

[SUSTAINABLE WOOD PRODUCTS: Reclaimed Wood Products and](#)

[Furniture ...](#) ☆

TREES FOR A CHANGE We Plant Trees as Gifts for All Occasions, and Offer Recycled




NNFP's Website HELP Team

1. Evaluate your current site on

- Technical structure
- User friendliness
- Search engine friendliness
- Based on your business goals and target market

With a Website Wellness Checkup



→ National Network of Forest Practitioners
→ Website Wellness Checkup

Table of Contents

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Table of Contents	2
Introduction	3
Website Strengths	4
Technical Specs	5
User Interface	5
Search Engine Optimization	5
Conclusion	7





2. Web Development

1. Plan a new website or rebuild
2. Create a small, easy-to-maintain website
3. Create an e-commerce site that is easy for you to add and remove products
4. Create a larger site with custom programming
5. Update your existing site to a cleaner look and current technologies.



2



3



4





5. Website look and feel upgraded. No programming changes

Old site



New site



5. Both Look and Feel and programming updated.



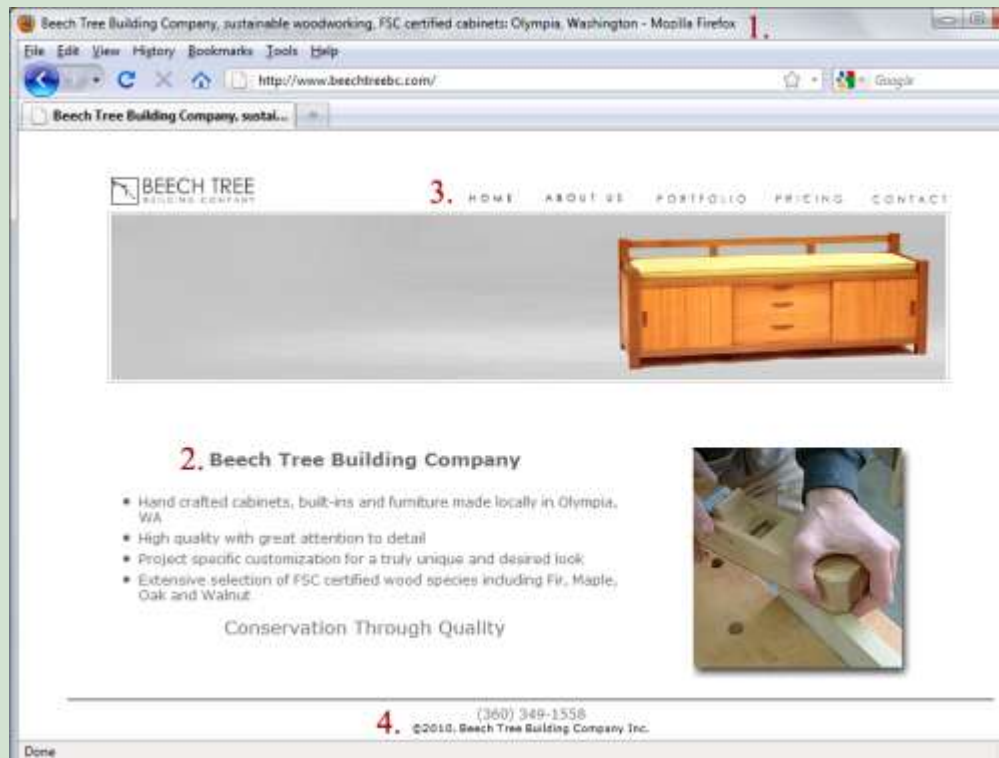


3. Improve your Search Engine Positioning

BeechTreeBC.com could not be found in the search engines except for its business name.

- Now shows up for searches for fsc certified cabinets
- Now shows up for searches in the Seattle area
- Now has a presence on Google Places.

...





4. Training – one-on-one or group

Work with your developer

to upgrade skills to new technologies and coding standards

Train you on how to update your existing or new website

Train you on how to improve your search engine positioning





How is Your Site?

**Website inventory workbooks
available after the presentation.**





More information

National Network of Forest Practitioners

www.nnfp.org

NNFP Website HELP Team

740-593-8733

